CLAIMS

1. A soft vinyl chloride copolymer resin obtained by copolymerizing (A) a vinyl chloride type monomer and (B) a macromonomer having a polymer comprising an ethylenically unsaturated monomer containing a double bond in a main chain, wherein the ratio of (A)/(B) by weight is 50/50 to 80/20.

2. The soft vinyl chloride copolymer resin of claim 1, wherein the macromonomer having a polymer comprising an ethylenically unsaturated monomer containing a double bond in a main chain has a polymerizable reactive group, and said polymerizable reactive group has a structure containing at least one group represented by the following general formula per one molecule:

$$-OC(O)C(R)=CH_2 \qquad (1)$$

wherein R represents a hydrogen atom, or an organic group having 1 to 20 carbon atoms.

3. The soft vinyl chloride copolymer resin of claim 1 or 2, wherein the macromonomer having a polymer comprising an ethylenically unsaturated monomer containing a double bond in a main chain is prepared by living radical polymerization.

4. The soft vinyl chloride copolymer resin of any of claims 1 to 3, wherein at least one of the macromonomers having a polymer

comprising an ethylenically unsaturated monomer containing a double bond in a main chain has a glass transition temperature of at most 0°C.

5. A process for preparing the soft vinyl chloride copolymer resin of any of claims 1 to 4, which comprises polymerizing a vinyl chloride type monomer and a macromonomer having a polymer comprising an ethylenically unsaturated monomer containing a double bond in a main chain by at least one process selected from emulsion polymerization, suspension polymerization and microsuspension polymerization.

6. A soft vinyl chloride resin composition comprising the soft vinyl chloride copolymer resin of any of claims 1 to 4.